



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Schedule Dates		10/09/12-10/15/12		Last Modified	
Advertiser	American Crossroads (41509)	Entered By	Nancy Brutus	By Broadcast Month	Spots
Agency	Mentzer Media Services (1381)	CO-OP	No	Oct 2012	68
Product	POLITICAL ISSUE (ns) (1187)	Headline #	06225436	Grand Total:	\$42,700.00
Brand	CANDIDATE ADVERTISING (461666)	Demo	A35+R		
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal		
Sales Office	TeleRep Washington DC	Package Deal			
Buyer Name	CLOYD/ELISE	Commission %	15.00		
Phone/Fax	/	Commission	\$6,405.00		
CPE	1776	Net Total	\$36,295.00		
Account Types	National/Political Issue Agency BRD	Sales Tax			
Billing Type	Weekly/Irregular				
Comments	AMER CROSSROADS 10/9				

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	9A-10A (EST)	4		X	X	X	X			4	\$725.00	\$290.00	West Palm Beach (WPEC)		7/13/12
Est 2.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	11A-12P (EST)	4		X	X	X	X			4	\$300.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 3.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	4P-5P (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12
Est 4.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	5P-5:30P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 5.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	5:30P-6P (EST)	6		X	X	X	X			6	\$500.00	\$3,000.00	West Palm Beach (WPEC)		7/13/12
Est 6.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	2	:30	7:30P-8P (EST)	4		X	X	X	X			4	\$450.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12
Est 7.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/12/12	3	:30	11:35P-12:35A (EST)			2	2	2	2			8	\$300.00	\$2,400.00	West Palm Beach (WPEC)		7/13/12
Est 8.0	Unapproved (New!) on credit hold / SPOT	10/09/12-10/14/12	3	:30	11P-11:35P (EST)	6		X	X	X	X	X		6	\$750.00	\$4,500.00	West Palm Beach (WPEC)		7/13/12
Est 9.0	Unapproved (New!) on credit hold / Prime	10/09/12-10/09/12	3	:30	8P- CBS-NCIS (Tuesday)	1		1						1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPEC-TV
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West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Advertiser: American Crossroads (41509)
Agency: Mentzer Media Services (1381)
Product: POLITICAL ISSUE (ns) (1187)
Brand: CANDIDATE ADVERTISING (461666)
Salesperson: TeleRep/D.C., Washington DC (2995)
Sales Office: TeleRep Washington DC
Buyer Name: CLOYD, ELISE
Phone/Fax: /
CPE: 1776
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: AMER CROSSROADS 10/9

Last Modified: 10/9/12-10/13/12
Entered By: Nancy Britus
CO-OP: No
Headline #: 06225436
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$6,405.00
Net Total: \$36,295.00
Sales Tax:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (New!) on credit hold / Prime	10/11/12-10/11/12	3	:30	9P- CBS-Person of Interest (Thursday)						1			1	\$1,800.00	\$1,800.00	West Palm Beach (WPEC)		7/13/12
Est 11.0	Unapproved (New!) on credit hold / SPOT	10/13/12-10/13/12	4	:30	7A- 9A (EST)							2		2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 12.0	Unapproved (New!) on credit hold / Prime	10/13/12-10/13/12	2	:30	8P- 10P (EST)							2		2	\$1,000.00	\$2,000.00	West Palm Beach (WPEC)		7/13/12
Est 13.0	Unapproved (New!) on credit hold / Prime	10/13/12-10/13/12	2	:30	10P- CBS-48 Hours Mystery (Saturday)							1		1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		7/13/12
Est 14.0	Unapproved (New!) on credit hold / SPOT	10/14/12-10/14/12	3	:30	7A- 8A (EST)							1		1	\$150.00	\$150.00	West Palm Beach (WPEC)		7/13/12
Est 15.0	Unapproved (New!) on credit hold / SPOT	10/14/12-10/14/12	3	:30	8A- 9A (EST)							1		1	\$200.00	\$200.00	West Palm Beach (WPEC)		7/13/12
Est 16.0	Unapproved (New!) on credit hold / SPOT	10/14/12-10/14/12	3	:30	9A- 10:30A (EST)							1		1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 17.0	Unapproved (New!) on credit hold / SPOT	10/14/12-10/14/12	2	:30	10:30A- 11:30A (EST)							1		1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 18.0	Unapproved (New!) on credit hold / SPOT	10/14/12-10/14/12	2	:30	7P- 8P (EST)							1		1	\$4,000.00	\$4,000.00	West Palm Beach (WPEC)		7/13/12

CONFIRMATION CONTRACT

Accepted-Agency: Mentzer

Date:

Accepted-Station:

Date:

Comments:

Oct 2012	68	\$42,700.00
Grand Total:	68	\$42,700.00



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Advertiser: American Crossroads (41509)
Agency: Mentzer Media Services (1381)
Product: POLITICAL ISSUE (ns) (1187)
Brand: CANDIDATE ADVERTISING (46166)
Salesperson: TeleRep/DC, Washington DC (2995)
Sales Office: TeleRep Washington DC
Buyer Name: CLOYD, ELISE
Phone/Fax: /
CPE: 1776
Account Types: National/Political Issue Agency BRD
Billing Type: Weekly/Irregular
Comments: AMER CROSSROADS 10/9

Entered By: Nancy Brutus
CO-OP: No
Headline #: 06225436
Demo: A35+R
Order Type: Normal
Package Deal
Commission %: 15.00
Commission: \$6,405.00
Net Total: \$36,295.00
Sales Tax

Oct. 2012 68 \$42,700.00
Grand Total: 68 \$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 19.0	Unapproved (New!) on credit hold / Prime	10/14/12-10/14/12	2	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$2,300.00	\$2,300.00	West Palm Beach (WPEC)		7/13/12
Est 20.0	Unapproved (New!) on credit hold / Prime	10/14/12-10/14/12	3	:30	10P- CBS-The Mentalist (Sunday)								1	1	\$1,000.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 21.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	9A- 10A (EST)		1							1	\$225.00	\$225.00	West Palm Beach (WPEC)		7/13/12
Est 22.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11A- 12P (EST)		1							1	\$300.00	\$300.00	West Palm Beach (WPEC)		7/13/12
Est 23.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	4P- 5P (EST)		1							1	\$375.00	\$375.00	West Palm Beach (WPEC)		7/13/12
Est 24.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	5P- 630P (EST)		2							2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 25.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	5:30P- 6P (EST)		2							2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/13/12
Est 26.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	2	:30	7:30P- 8P (EST)		1							1	\$450.00	\$450.00	West Palm Beach (WPEC)		7/13/12
Est 27.0	Unapproved (New!) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11:35P- 12:35A (EST)		2							2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/13/12

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Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 1776
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMER CROSSROADS 10/9

Last Modified
Entered By Nancy Butkus
CO-OP No
Headline # 06225436
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,405.00
Net Total \$36,295.00
Sales Tax

BY BROADCAST MONTH
Oct 2012 68 \$42,700.00
Grand Total 68 \$42,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 28.0	Unapproved (NewL) on credit hold / SPOT	10/15/12-10/15/12	3	:30	11P-11:35P (EST)	2								2	\$750.00	\$1,500.00	West Palm Beach (WPEC)		7/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WPEC-TV	Date: 10/5/12
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I, Lauren Schumacher

do hereby request station time concerning the following issue:

American Crossroads

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				
WPEC # 1336332					

Total Charges: \$ 42,700 GROSS

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AMERICAN CROSSROADS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/5/12 _____
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Lillie K. Roberts Lillie K. Roberts 10/10/12
 Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: American Crossroads PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Emily Milburn
Candidate Manager Agency Committee (circle one)

ADDRESS: Crossroads Media - Alexandria
46 Canal Ctr. Plaza, Suite 555
Alexandria, VA 22314

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: AVAILS & Rates

Final Disposition: Order Placed \$42,700⁰⁰

If Committee, list officers and position: Treasurer: Margee Clancy

TAKEN BY: Cheryl Blair / DATE: _____ TIME: _____
T Rep Wash